



Media Kit

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Industrial Designer



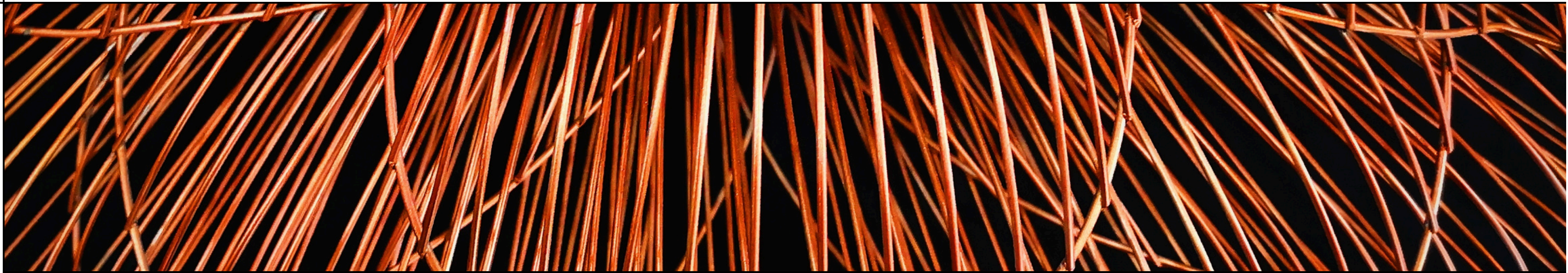
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About Me

Joseph Rastrullo was born in the United States, raised in the Philippines and spent some time in Milan, Italy studying Business Design in Domus Academy. That said, he is a third-culture designer who brings a multi-cultural vision to his creative aesthetic.

Passionate about design since high school, Joseph truly began his journey in 2006, when he entered De La Salle - College of Saint Benilde's Industrial Design program. During his time there, he experimented with different materials and techniques before deciding to focus on fibers, resin, iron, wood and plastic, and the potential combinations of these. In 2009, he started his apprenticeship under Philippine architecture and design legend Mr. Antonio "Budji" Layug, who, through his guidance, became responsible for Joseph's design direction and currently still mentors him with his approach. Hungry for inspiration and hoping to improve, Joseph pursued his Master's studies in Italy in 2012, where he enrolled in the Master's in Business Design course at Domus Academy. There he met and learned from Domenico Dolce (Dolce & Gabbana), Andrea Branzi (Vitro Design), Aldo Cibic (Memphis Group), Stefano Giovannoni (Alessi) and Giorgio Lavelli (Radar Trend). It was also at Domus that he learned how to merge business and design to create a mutually beneficial system. Having returned to the Philippines, Joseph has been recognized as one of the featured designers of DTI CITEM's (Center for International Trade Expositions and Missions) Manila FAME, Design Anthology Hong Kong's 100 Emerging Designers of Asia, Home Review Magazine India's Designer of the month and a Design Star of Singapore's International Furniture Fair.



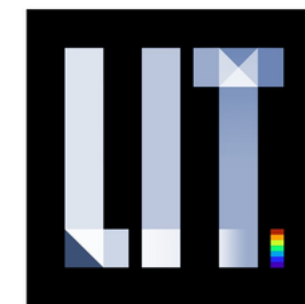


RECENT RECOGNITION



**GOOD
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2022**

GOOD DESIGN AWARD
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DESIGN
AWARDS**

LIT LIGHTING DESIGN AWARDS
NOVA

Design Portfolio

Furniture - Lighting - Art





Nova

A sculptural pendant light exploring softness through structure

Nova is a hand-crafted ceiling light made entirely from wire mesh, designed to evoke the quiet brilliance of a stellar nova—radiant, ephemeral, and weightless. Suspended overhead, it appears to float like a soft cloud or an expanding starburst, offering both visual poetry and functional illumination.

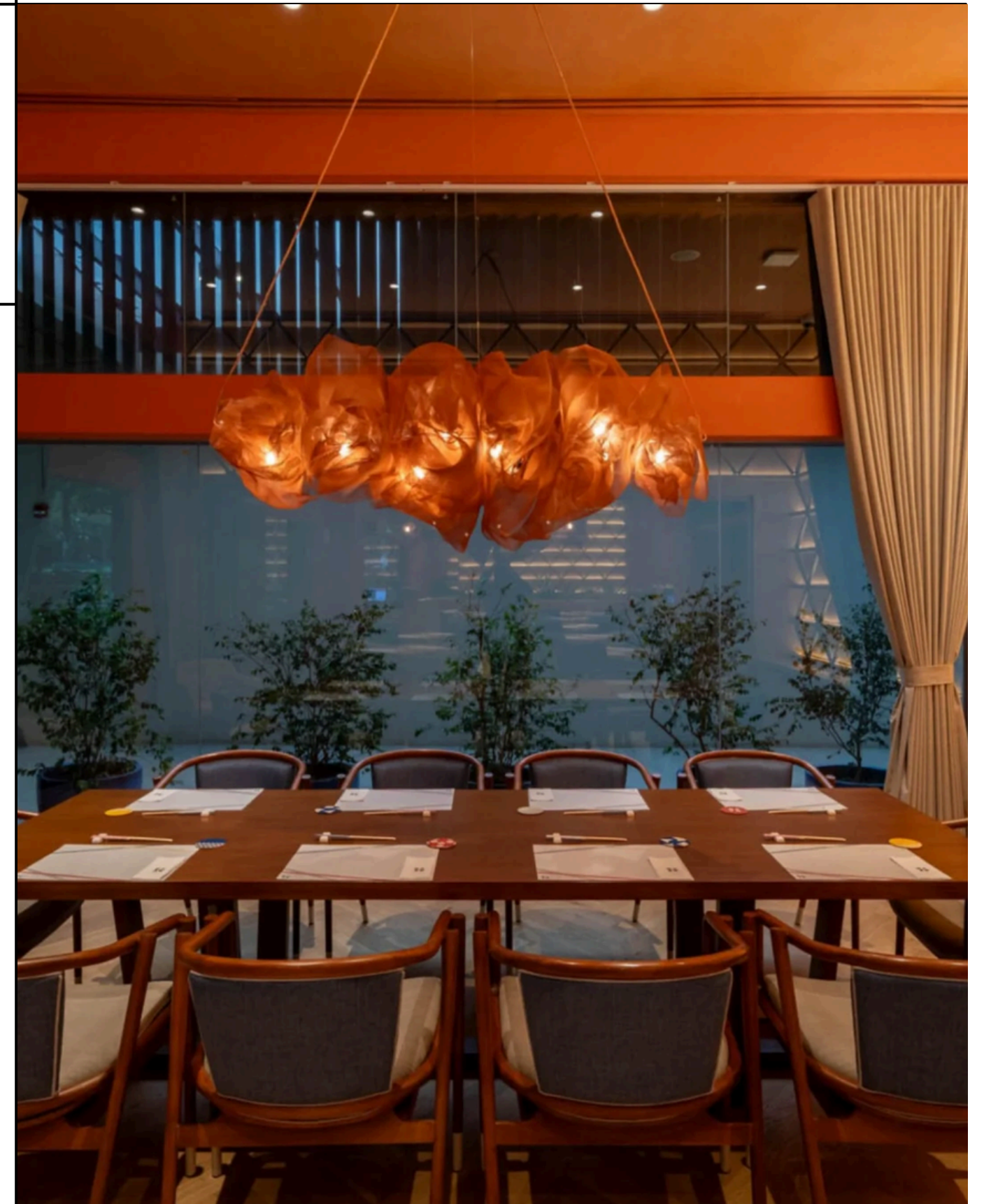
The form is organic, asymmetrical, and intentionally imperfect, with each piece subtly unique—reflecting principles of wabi-sabi and natural impermanence. Layers of mesh catch and scatter light, creating soft shadows and a warm ambient glow, without the use of traditional diffusers.

Despite its delicate appearance, Nova is built on a durable, lightweight wire frame, making it easy to install while maintaining visual transparency. It integrates high-efficiency LED lighting for sustainability and performance, suitable for both residential and commercial environments.

Made to order, Nova can be customized in size, density, and form, adapting to different ceiling heights and architectural contexts. Whether used as a single focal point or as part of a larger installation, Nova transforms ceilings into soft, luminous landscapes—merging art, light, and space.

Nova

Nova is designed with sustainability at its core. Made entirely from recyclable wire mesh, it eliminates the need for composite materials or diffusers, reducing waste and simplifying end-of-life recycling. The fixture uses energy-efficient LED lighting, minimizing power consumption and extending product lifespan. Each piece is made to order, preventing overproduction and excess inventory. Its lightweight structure reduces carbon footprint during transport, and its modular design allows for easy repair or future refitting. Nova reflects a circular approach—balancing aesthetics, function, and environmental responsibility.





Dewar's Bar

The design of the Dewar's Portable Mini Bar marries art and functionality seamlessly, embodying Dewar's "Double is Better" mantra. The choice of the Dodecahedron form and abstract pipe structures isn't arbitrary; it's a deliberate reflection of the brand essence. The Dodecahedron, with its geometric precision, symbolizes complexity and refinement – mirroring the intricate craftsmanship of Dewar's Scotch. The abstract pipe structures not only evoke the distillation process but also emphasize the brand's commitment to delivering a doubly superior experience. It's a design philosophy that echoes Dewar's dedication to excellence and the artistry inherent in their craft.





Raccolta

Raccolta is an evocative lighting and furniture installation inspired by the sweeping, contouring layers of the Banaue Rice Terraces in the Philippines. Crafted from intricate woven wire, the pieces mimic the organic, fluid forms of nature while celebrating the complex geometry of human engineering. The design captures the spirit of raccolta (Italian for 'harvest' or 'collection'), reflecting a synthesis of heritage, craftsmanship, and modern design.



ragno

The Ragno accent chair is a sculptural piece that celebrates natural Philippine materials. Inspired by the intricate structure of a spider web, the chair is meticulously hand-crafted entirely from durable, textured abaca rope. The result is a striking, low-slung form that offers a unique visual lightness and a warm, organic tactile experience, perfect for adding an accent of natural elegance to any space.



Manolo

The Manolo Collection is a deeply personal series of sculptural furniture pieces, including the Esther Tables, a divan, and accent chairs, handcrafted from rattan.

The collection is a tribute to the artist's grandparents, Manolo and Esther, symbolizing the Tree of Foundation and Legacy. The smooth, curvilinear bases (like the table bases) represent the sturdy tree trunk and roots—the unwavering foundation of their love. The contoured seating embodies the nurturing leaves and branches that sprang from their union.

This work merges natural abstraction with functional artistry, transforming a story of enduring love and heritage into enduring design.



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Thank You

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